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## Groundbreaking Book from SapientNitro Unlocks the Secrets to Successful Brand Storytelling in a Hyper-Connected Age

*Storyscaping: Stop Creating Ads, Start Creating Worlds* Goes On Sale Today

BOSTON--(BUSINESS WIRE)-- [SapientNitro](#), part of Sapient (NASDAQ: SAPE), today announced the publication of *Storyscaping: Stop Creating Ads, Start Creating Worlds*, authored by two of the agency's award-winning creative executives, Gaston Legorburu, worldwide chief creative officer and Darren "Daz" McColl, global chief strategy officer. Published by Wiley, *Storyscaping* reveals how companies can harness changing human behavior to create interactive, immersive experiences that excite, captivate and inspire, thereby creating a deeper connection between brand and consumer. The book outlines an innovative approach to storytelling that leverages the latest connected techniques spanning brand communications, digital marketing and experience, multi-channel commerce and technology.

"As a writer who covers the intersection of story and technology, I'm always looking for a unique perspective on what the future holds," said Frank Rose, writer, speaker and author of the *The Art of Immersion*. "*Storyscaping* brings that future to life, giving marketers the tools they need to create an immersive world for their own consumers."

The book is based on SapientNitro's Storyscaping® approach, and explains how to leverage the entire experience space so brands create worlds, not ads, by building not just compelling story lines, but technology-enabled, always-on intelligent story systems. Evolved over years of working with some of the world's most influential brands, and informed by SapientNitro's thousands of connected creatives and technologists, *Storyscaping* provides marketers with the tools to move from "stories told" to "stories lived."

"We wrote this book to offer business and marketing leaders a practical, step-by-step guide for transforming their brand stories into worlds of experience and consumer participation," said Gaston Legorburu, *Storyscaping* co-author and SapientNitro worldwide chief creative officer. "We drew upon the collective talent of our people, our work with clients, and interviews with legendary brand executives and influential marketers to expose the processes, tools and environments required to create immersive and intelligent story systems."

This approach allows executives to fundamentally shift how they see their brand in order to engage their customers in ways that traditional advertising cannot. We see it as moving from an 8 crayon box to a 24 crayon box. It's a transition from traditional storytelling (using words and pictures in an imaginary space) to creating immersive experiences where consumers get involved with brands in a physical or virtual space, at the time and manner of their choosing. This possibility is enabled through the intelligent deployment of technology. These additional crayons, the new and increasingly innovative possibilities, will take us from a story told to a story lived.

"SapientNitro is constantly testing new approaches in the cauldron of real client work," said Daz McColl, *Storyscaping* co-author and SapientNitro global chief strategy officer. "Through this book we have shared not only our approach and philosophy but our working model, and very importantly some powerful real world examples."

Published by John Wiley & Sons, Inc. the book is available for purchase today through major booksellers. For more information, please visit [storyscaping.com](http://storyscaping.com).

Comments about *Storyscaping* from brand and storytelling luminaries include:

"*Storyscaping* is a unique and immediately applicable way for a brand to tell their WHOLE story, across all the channels necessary. In today's ever changing media landscape it is important for brands to get the entire picture, not just a few pieces. This is a must read for anyone in the marketing and media ecosystem."

--Nancy Hill, President and CEO, American Association of Advertising Agencies

"I have known Gaston for years. He has always been a big advocate of story and storytelling systems. In this book he reveals his in-depth passion alongside a set of inspirational practices that will help us all become better storytellers, better story-doers and better story-systems builders."

--Jonathan Mildenhall, Senior Vice President, Integrated Marketing Content and Design Excellence, The Coca-Cola Company

"BRAVO Gaston Legoburu and Darren McColl. *Storyscaping: Stop Creating Ads, Start Creating Worlds* is a blockbuster tale about stories and the power they have to turn brands into stands. In a world that is ad rich and idea poor, these authors are the heroes who will save your job and career by giving you the ultimate tool for the next generation of marketers: the great story."

--Joey Reiman, CEO, BrightHouse and Author of *The Story Of Purpose*

"As an actor and producer, I'm immersed in the world of storytelling. Today's consumer expects more engagement and interaction with brands and products. Daz is one of the most insightful guys I know in the world of marketing, and he and Gaston's work on *Storyscaping* will change the way we look at telling stories to consumers long into the future."

--Omar Epps, Actor, Producer, Media Entrepreneur

## **About SapientNitro**

SapientNitro<sup>SM</sup>, part of Sapient<sup>®</sup> (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of intelligent systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit [www.sapientnitro.com](http://www.sapientnitro.com).

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